

Development and Implementation of Pictorial Signage at Ward Areas

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Introduction

In June 2013, a thorough review of the visitors' guideline signages in the wards revealed that there were inconsistencies in the messaging as well as the type and format of signages used.

Manpower was also needed to reinforce messages of patient safety and infection control to visitors, taking precious time away from patient care.

Methodology

The project team was led by Marketing Communications, together with Division of Nursing and Infection Control.

Based on the compilation of signages, key advisory messages were highlighted and developed into pictorial symbols.

Sequence of pictorial messages were arranged according to priority of importance and standardised across the hospital wards.

Challenges

- Inconsistent and unclear messaging
- No standardised location for signages
- Inconsistent format and size
- Signages were only available in English language

Series of pictograms developed



Children under 12 are not allowed



Only parents and grandparents are allowed



Only 2 visitors are allowed at bedside per patient



Do not enter if you are feeling unwell



Practice hand hygiene



Put on mask

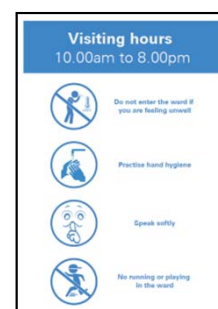


Speak softly



No running or playing in the ward

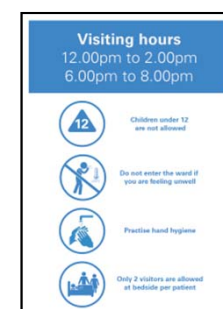
Pictorial advisory at various ward areas



General Wards



Restricted Wards



Restricted Ward –
Women's Intensive
Care Unit



Restricted Ward –
Neonatal Intensive Care
Unit & Special
Care Nursery

Implemented on 31 Dec 2013

Before



September 2013 – Inconsistent signages at the wards

After



June 2014 – Standardised signages (A1 size) at ward entrances

Results

Benefits of pictograms:

- Consistent messaging, size, format and placement
- Self explanatory
- Transcends language and culture barriers (no need for 4 languages)
- Ensure ward security and main restful environment for patient recovery
- Save manpower resources
- Better patient safety compliance by patients and visitors observed